Conservatives lead by seven points

CPAC SES NIGHTLY TRACKING

FIRST RANKED BALLOT (N=1,200 Canadians, 1,012 decided voters)
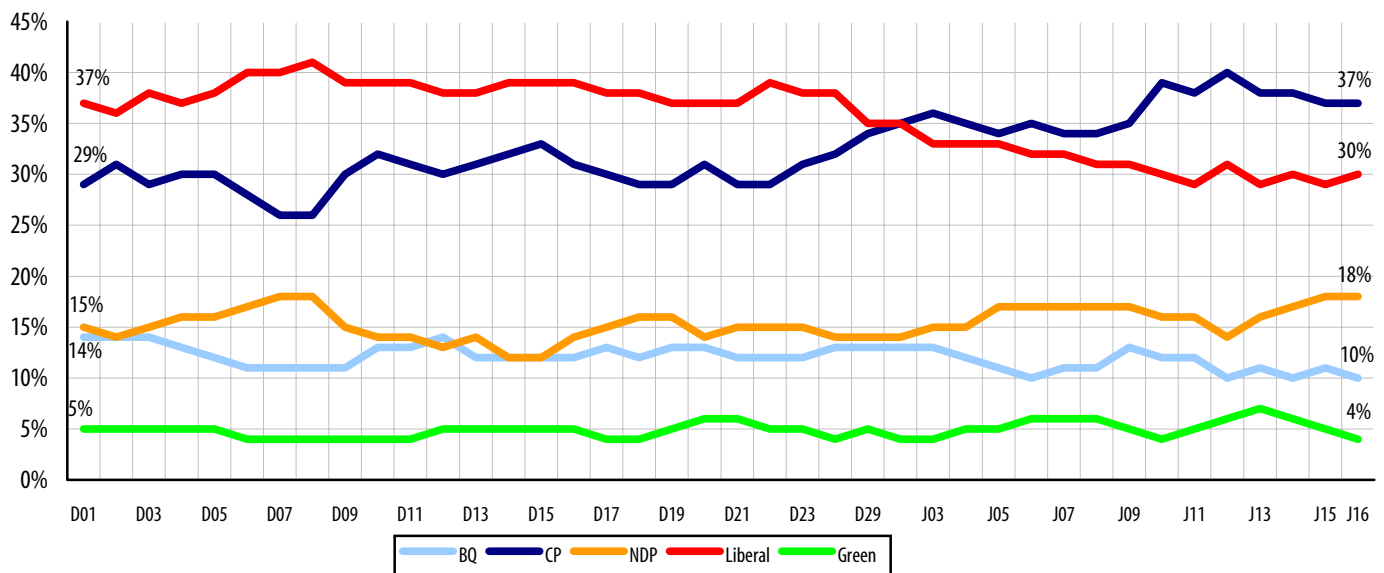
REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16
	%	%	%	%	%	%	%	%	%	%
Conservative	37	37	32	39	22	22	38	38	47	45
Liberal	29	30	39	35	19	20	34	38	28	30
NDP	18	18	26	26	9	12	23	20	18	19
BQ	11	10	-	-	48	44	-	-	-	-
Green	5	4	3	-	3	3	5	4	7	6
Accuracy	±3.1%	±3.1%	±9.9%	±9.9%	±6.4%	±6.5%	±5.7%	±5.8%	±5.1%	±5.2%
Undecided	14	16	14	14	20	21	13	16	10	12

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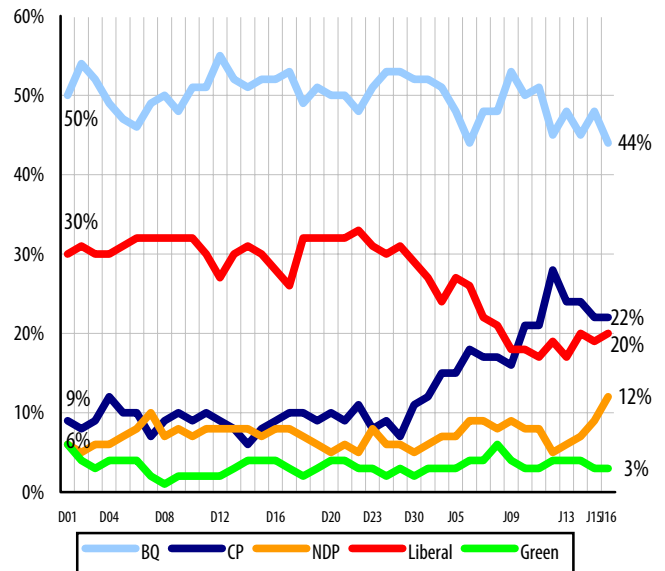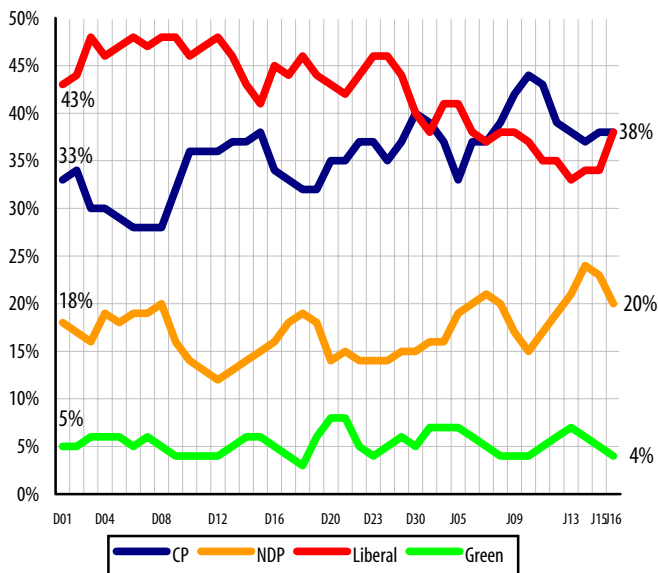
Tories and Grits tied in battleground Ontario

cpac -ses-
NIGHTLY TRACKING

ATLANTIC CANADA (Decided Voters, Accuracy ±10)

CP — NDP — Liberal — Green
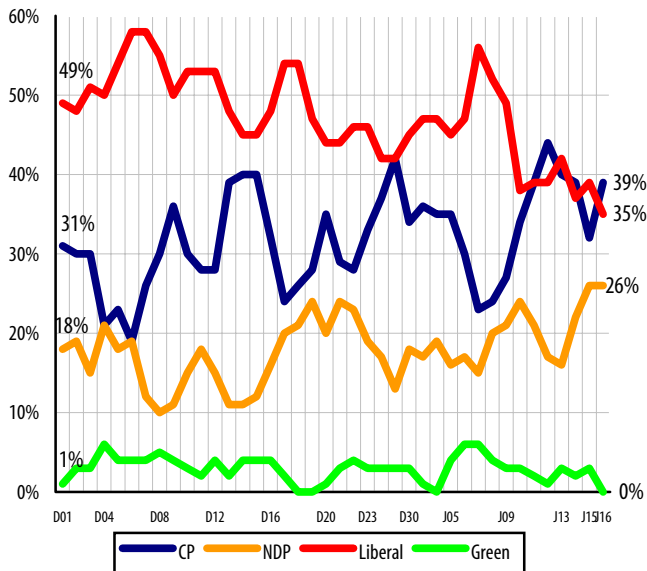
QUEBEC (Decided Voters, Accuracy ±6)

BQ — CP — NDP — Liberal — Green

ONTARIO (Decided Voters, Accuracy ±6)

CP — NDP — Liberal — Green

WESTERN CANADA (Decided Voters, Accuracy ±5)

CP — NDP — Liberal — Green
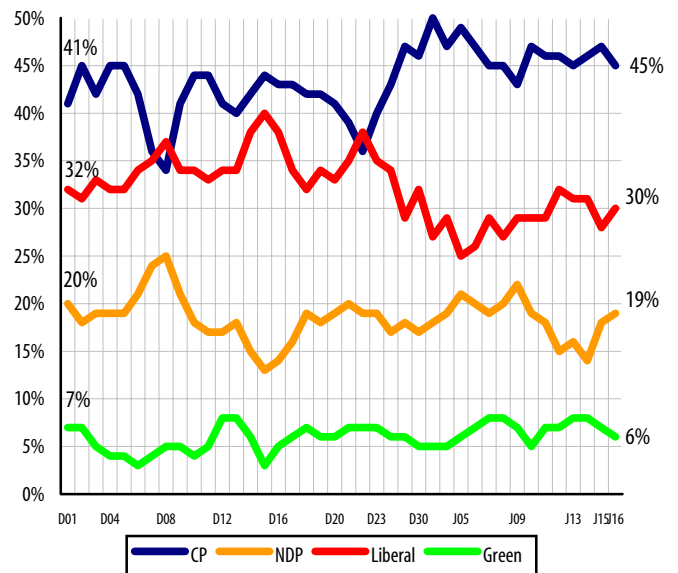
Performance Index: Martin and Harper Close on Performance
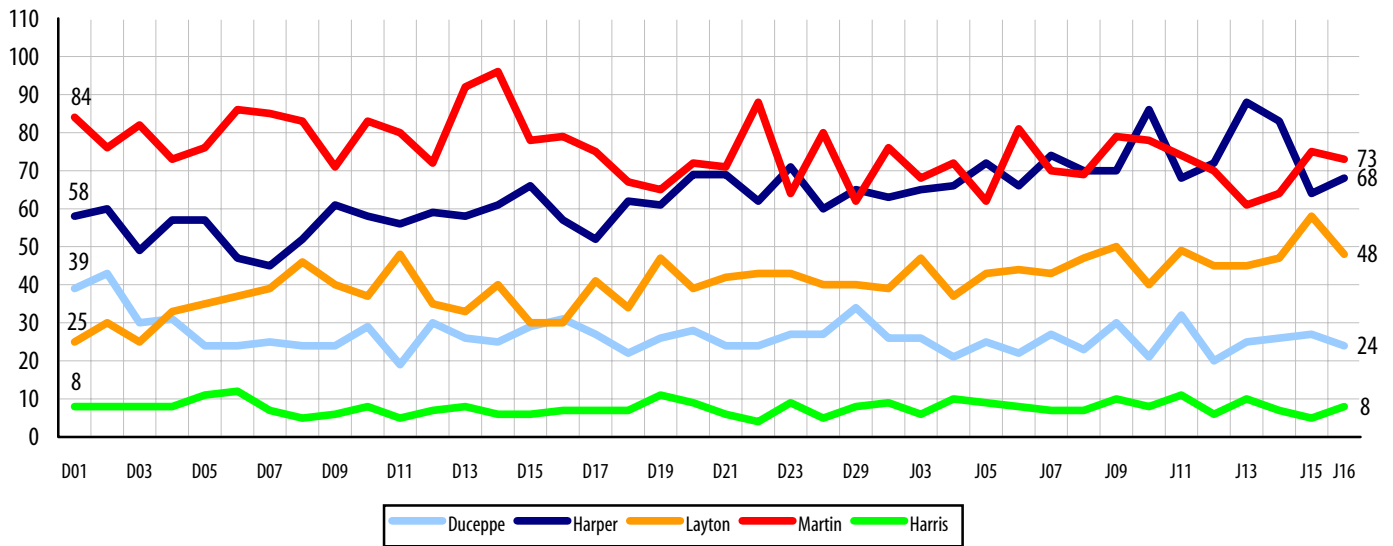
LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16
	%	%	%	%	%	%		
Paul Martin	19	18	28	27	28	28	75	73
Stephen Harper	20	21	22	22	22	25	64	68
Gilles Duceppe	11	10	10	10	6	4	27	24
Jack Layton	22	19	16	13	20	16	58	48
Jim Harris	2	3	1	2	2	3	5	8
None of them	17	13	10	8	9	10	36	31
Undecided	10	16	15	18	13	15	38	49
Accuracy	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%	± 5.0%		

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Best PM: Harper lead narrows to four points

BEST PRIME MINISTER (N=1,200 Canadians)
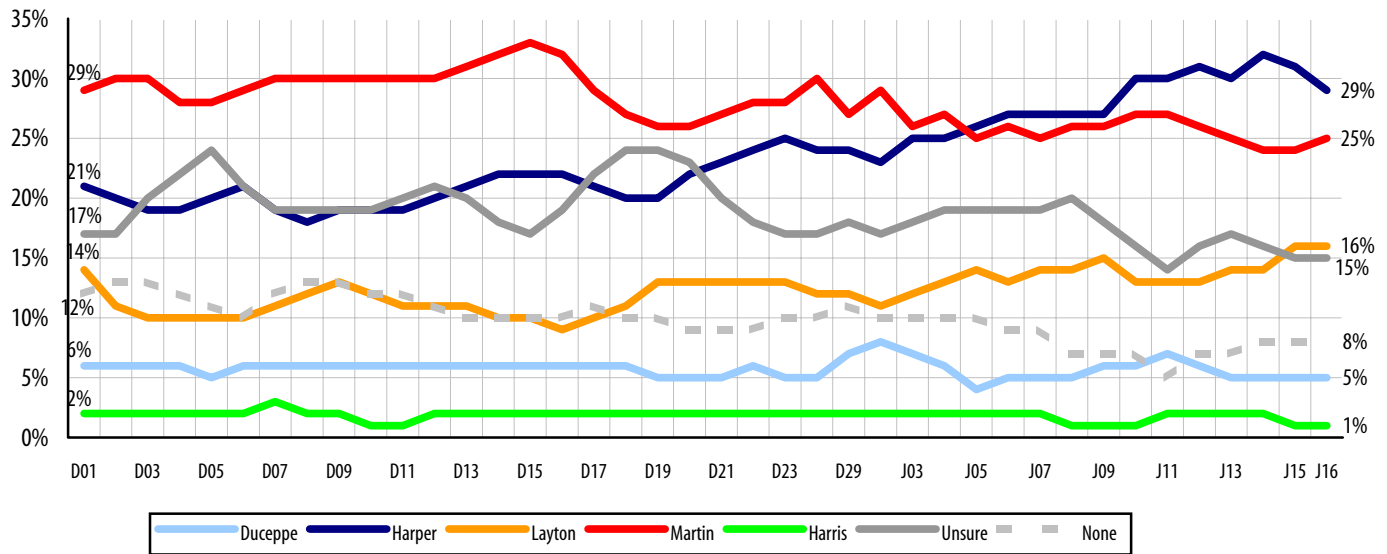
REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16	Jan 15	Jan 16
	%	%	%	%	%	%	%	%	%	%
Harper	31	29	22	24	27	26	28	26	38	35
Martin	24	25	26	29	18	20	29	30	24	24
Duceppe	5	5	-	-	14	13	2	3	4	4
Layton	16	16	23	20	12	13	18	17	14	16
Harris	1	1	1	-	1	1	1	1	2	2
None	8	8	6	5	10	10	8	8	9	8
Undecided	15	15	23	21	18	18	15	16	10	11
Accuracy	± 2.9%	± 2.9%	± 9.2%	± 9.2%	± 5.8%	± 5.8%	± 5.3%	± 5.3%	± 4.9%	± 4.9%

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METHODOLOGY

CPAC Questions

1. If a FEDERAL election were held today, could you please rank your top two current local voting preferences? (First ranked reported)
2. Are you currently leaning towards any particular FEDERAL party, and if you are, which party would that be?

   Currently (rotate), Paul Martin is the leader of the federal Liberal Party, Stephen Harper is the leader of the Conservative Party of Canada, Jack Layton is the leader of the federal NDP, Gilles Duceppe is leader of the Bloc Quebecois and Jim Harris is leader of the federal Green Party.
3. Which of the federal leaders would you best describe as the most trustworthy leader?
4. Which of the federal leaders would you best describe as the most competent leader?
5. Which of the federal leaders would you best describe as the leader with the best vision for Canada?
6. Based on what you know about the federal party leaders and their performance during the election campaign up until today, who do you think would make the best Prime Minister?

Methodology

A national random telephone survey is conducted nightly by SES Research throughout the campaign. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of accuracy is $\pm2.9\%$, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2001 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which SES is a member.

Leadership Index Score Methodology

Every day, SES will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trustworthy, competence, vision). For example, on November 30th (N30), Jim Harris received a Leadership Index Score of 5 because 2% of Canadians identified Jim Harris as the most trustworthy leader, 1% said he was the most competent and 2% said he had the best vision for Canada.

The Leadership Index Score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by SES, the leadership index score will not be based on a three-day rolling sample. It will be reported from results the evening before. This will allow SES to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

About SES

Established in 1987, SES Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.sesresearch.com.

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